



Minutes

Executive Evaluation and Governance Committee Thursday, April 17, 2008 9 a.m.

Commonwealth Enterprise Solutions Center
Chesterfield Conference Room
11751 Meadowville Lane, Chester VA 23836

Members Present

Dr. Mary Guy Miller, Chair
Hiram Johnson
Jim McGuirk

Members Absent

Kenneth Johnson

Others Present

Debbie Secor, Director, Customer Account Management
John Westrick, Office of the Attorney General
Marcella Williamson, Executive Director, ITIB

Call to Order

Dr. Miller, Chair, called the meeting of the ITIB Executive Evaluation and Governance Committee to order at 9 a.m. She asked Ms. Williamson to call the role. Ms. Williamson declared the presence of a quorum.

Approval of Minutes

Dr. Miller presented the minutes of the January 17, 2008, Executive Evaluation and Governance Committee meeting. Mr. Hiram Johnson made a minor correction, adding Mr. Kenneth Johnson's last name on page 2 in the last paragraph under the 2008-09 CIO Objectives discussion.

A motion was made by Mr. Hiram Johnson and seconded by Mr. McGuirk to approve the minutes as revised.

All three members voted in the affirmative. The minutes were approved as corrected.

Customer Insight Survey

Ms. Debbie Secor explained the process behind the customer insight survey to date.

Mr. McGuirk asked about the use of the term "insight" in lieu of the term "satisfaction."

Ms. Secor said the survey will measure satisfaction but also obtain insight into how to better serve customers. Dr. Miller said the insight survey is a more engaging survey and a progression from a satisfaction survey. This survey, she said, will help obtain the "best thinking" of customers.

Ms. Secor said the survey committee includes representatives of the Secretary of Technology's Office, VITA, Northrop Grumman, Booz Allen Hamilton and the ITIB, represented by Dr. Miller. She said the committee has been working since November with experts from the Harvard Kennedy School, and has had extensive discussions on what we want to learn from the survey, the outcomes and what to do with the information received. Interests, she said, include root causes of issues, how VITA and Northrop Grumman can work to enhance customer service, a vision for the future, and how IT can support business needs to help agencies and organizations better meet the needs of citizens.

Goals of the survey, Ms. Secor said, include:

- Gain customer insights on root causes of issues and how to incrementally and continually improve customer service
- Gain understanding of how IT can optimize current agency and organizational business needs and help agencies better meet the needs of citizens
- Gain ideas for future programs and services that can be analyzed, discussed and set into action at a strategic planning session

She said Faculty Director Dr. Jerry Mechling and Associate Director Antonio Oftelie of the Harvard Kennedy School Leadership for a Networked World (LNW) Program are partnering with VITA and Northrop Grumman to conduct the survey. The components include the first survey to go out to approximately 500 customers at the end of April focused on customer service and delivery; a second more strategic survey currently in the development process; and a vision and action plan that will be written by LNW that will synthesize the findings and propose a framework for future action.

Mr. McGuirk asked if the action plan will include recommendations on what to do with the information obtained. Ms. Secor said yes, the committee wants actionable items and follow-up workshops will get at issues.

Mr. McGuirk asked Ms. Secor if the insight survey will open a dialogue and will help VITA develop action plans, instead of just providing a number and lots of data. Ms. Secor said that is the purpose. She noted that she presented the survey to the ITIB Customer Council and members there were pleased with the survey overall and want to participate in the strategic planning sessions. She said there are issues and VITA wants to get at the "pain points." She also noted that the survey will be online for a few of those involved to test it. Dr. Miller asked that the committee also be provided the link for access to the survey before it is distributed.

Dr. Miller said significant effort has been extended by all serving on the committee, and that it is important that the survey provide data that will result in actionable items. Mr. Hiram Johnson asked if the data would be released publicly. Mr. McGuirk said he believed so, and Mr. Westrick confirmed it will be public information. Mr. McGuirk noted that the survey is a tool to improve service, whereas many surveys are just report cards and the question is what to do with the information.

Mr. McGuirk asked how the 500 people who will receive the survey were selected. Ms. Secor said recipients include agency heads, Agency Information Technology Resources (AITRs) and then a random sampling of 30-40 people per agency. In addition the survey will be sent to locality staff members who use telecommunications, Virginia Geographic Information Network (VGIN) mapping and E-911 services.

The size of the sampling of customers was questioned. Mr. McGuirk suggested sending it to everyone who had a help desk ticket or received a refreshed desktop. Dr. Miller pointed out that there have been nearly 22,000 desktops refreshed. It was noted that 18,000 to 22,000 help desk tickets are logged per month.

Ms. Secor pointed out that the sampling represents the whole and that a sampling is done to provide results that do not have statistically significant difference from the whole. The

committee asked Ms. Secor to increase the number of recipients of the survey, but ensure the sampling is random.

Closed Session

Dr. Miller made the following motion:

"I move that the Executive Evaluation and Governance Committee go into closed session pursuant to § 2.2-3011(A)(1) for the purpose of discussing the performance and potential contract extension or reappointment of the Chief Information Officer, pursuant to §§ 2.2-3011(A)(6) and (A)(29) for the purpose of discussing the investment of public funds and planning for the terms and negotiation of a contract extension or contract of reappointment of the CIO, as discussion of these issues in open session would adversely affect the Board's bargaining position or negotiating strategy and hence, its financial interest, and pursuant to § 2.2-3011(A)(7) for the purpose of conferring with legal counsel regarding interpretation of the current contract, legal rules pertaining to any reappointment or extension, and rules for conduct of the closed meeting. Attendance at the meeting will be limited to committee members and to VITA Executive Director of Finance and Administration Jim Roberts if his attendance is needed during the meeting."

Mr. McGuirk seconded the motion. Dr. Miller, Mr. McGuirk and Mr. Hiram Johnson voted in the affirmative on a voice vote.

The committee went into closed session.

Reconvened Session

Upon returning, Dr. Miller stated:

"The committee now is reconvened in open session having completed a closed meeting. I now will conduct a roll call and will ask each member to certify, to the best of his or her knowledge, that only public business matters lawfully exempt from open meeting requirements under the Freedom of Information Act and only those public business matters identified in the motion convening the closed meeting were heard, discussed or considered in the closed meeting."

Ms. Williamson called the roll. Dr. Miller, Mr. Hiram Johnson and Mr. McGuirk responded in the affirmative so certifying.

Other Business

Dr. Miller asked for other business. There was none.

Public Comment

Dr. Miller asked for public comment. There was none.

Adjournment

There being no further business, Dr. Miller adjourned the meeting at 10:03 a.m.